



Department Description

The Office of Special Events is responsible for the overall management of events that take place on public property. It supports the significant role that events play in the development of San Diego's economic prosperity and enhancement of civic pride.

Representatives from the Office of Special Events work collaboratively with special event, business, visitor industries, and residential leadership throughout the community to facilitate events that provide unique and memorable experiences for residents and visitors while ensuring the public's safety and reducing the risk to the City of San Diego.

The Office of Special Events provides crucial leadership to the citywide Special Events Management Team. This team is comprised of more than sixty representatives from city, county, State, and federal governmental agencies involved in the recruiting, planning, permitting review, and on-site management of special events.

The Office of Special Events also works with the tourist industry to coordinate the development of bid proposals to bring major events and conventions to San Diego. It also serves as a liaison to these events once they have been secured.

The Department's mission is:

To enhance the vitality, quality, and economic prosperity of San Diego through the support of special events

Service Efforts and Accomplishments

In Fiscal Year 2010, the Office of Special Events provided management services for several national and international events that took place in San Diego including the Buick Open, Rock 'n' Roll Marathon, Comic-Con International, Surf Cup, and the Poinsettia and Holiday Bowls. In addition, the Office of Special Events provided

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permit, technical support, or promotional services for more than 1,700 community and major civic events attended by approximately 10 million people.

Working collaboratively with the San Diego Business Improvement District Council, the Office of Special Events oversees the fundraising and management of Balboa Park December Nights, the largest free-of-charge festival in San Diego. An average of 300,000 people attend San Diego's favorite kick-off to the holiday season which will be one of the signature events featured in the 100th anniversary celebration of Balboa Park in 2015.

The Office of Special Events worked collaboratively with the San Diego Sports Commission and representatives of the visitor industry to develop a Host City bid package that was selected to be part of the United States Bid for the 2018 or 2022 World Cup. The World Cup is one of the world's largest and most prestigious events. Should the United States be selected to host the event in 2018 or 2022, as one of the proposed Host Cities, San Diego would expect to realize an economic impact in current dollars of \$350-\$500 million with an overall national impact of \$6.4 billion. The host nations for 2018 and 2022 will be selected in December 2010.

The City of San Diego continues to serve as an industry leader in the management of special events. The impact of the September 11, 2001 terrorist attacks on the World Trade Center has been significant to the special event industry with many agencies and organizations recognizing the potential exposure special events can bring to their municipality. Since 2001, more than 450 municipalities, agencies, and organizations have sought best practices materials and information from the Office of Special Events to use as benchmarks in the establishment of their internal policies and operating procedures. The City of San Diego's reputation as a leader in event management complements the economic development and visitor industry initiatives to bring major national and international events and conventions to San Diego that benefit the regional economy.

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Department Summary

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Positions	3.00	3.00	0.00
Personnel Expenses	310,608	352,092	41,484
Non-Personnel Expenses	256,706	188,218	(68,488)
Total Department Expenses	567,314	540,310	(27,004)
Total Department Revenue	150,000	150,000	0

Transient Occupancy Tax Fund

Department Expenditures

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Special Events	567,314	540,310	(27,004)
Fund Total	567,314	540,310	(27,004)

Department Personnel

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Special Events	3.00	3.00	0.00
Fund Total	3.00	3.00	0.00

Expenditures by Category

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
PERSONNEL			
Salaries and Wages	211,542	209,916	(1,626)
Fringe Benefits	99,066	142,176	43,110
SUBTOTAL PERSONNEL	310,608	352,092	41,484
NON-PERSONNEL			
Supplies	7,138	5,000	(2,138)
Contracts	52,403	6,105	(46,298)
Information Technology	185,072	158,800	(26,272)
Energy and Utilities	1,600	2,127	527
Other	10,493	16,186	5,693
SUBTOTAL NON-PERSONNEL	256,706	188,218	(68,488)
Total	567,314	540,310	(27,004)

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Revenues by Category

	FY2010 Budget	FY2011 Proposed	FY2010-2011 Change
Licenses and Permits	50,000	50,000	0
Charges for Current Services	100,000	100,000	0
Total	150,000	150,000	0

Department Personnel Expenditures

Job Number	Job Title	FY2010 Budget	FY2011 Proposed	Salary Range	Total
20000783	Public Info Clerk	1.00	1.00	31,491 - 37,918	36,970
20001222	Program Manager	2.00	2.00	46,966 - 172,744	172,946
Salaries and Wages Total		3.00	3.00		209,916

Fringe Benefits

Retirement ARC	62,546
Supplemental Pension Savings Plan	13,151
Retirement Offset Contribution	2,002
Retirement DROP	1,156
Employee Offset Savings	5,728
Workers' Compensation	1,388
Flexible Benefits	28,495
Risk Management Administration	2,940
Long-Term Disability	1,946
Unemployment Insurance	454
Medicare	3,135
Other Post-Employment Benefits	19,062
Unused Sick Leave	173
Fringe Benefits Total	142,176

Personnel Expenses Total	352,092
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Department Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
General Administration/Management	0.00	16,186	0
Special Events	3.00	365,324	150,000
IT Non-Discretionary	0.00	158,800	0
Total	3.00	540,310	150,000